



Australian Government

SITXCCS006 Provide service to customers

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to communicate effectively with and provide quality service to both internal and external customers. It requires the ability to establish rapport with customers, determine and address customer needs and expectations, and respond to complaints.

The unit applies to those frontline service personnel who deal directly with customers on a daily basis and who operate with some level of independence and under limited supervision.

This includes individuals working in a range of tourism, travel, hospitality and events contexts.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Client and Customer Service

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Communicate with internal and external customers.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1. Communicate with customers in a professional manner within designated response times using appropriate verbal and non-verbal communication.
- 1.2. Observe and respond to non-verbal communication of customers.
- 1.3. Use active listening and questioning to facilitate effective two-way communication.

- 1.4. Select a *medium of communication* appropriate for the customer and *situation*.
2. Follow defined organisational standards when delivering service.
 - 2.1. Practise high standards of personal presentation and hygiene according to organisational requirements.
 - 2.2. Follow organisational customer service policies and procedures.
 - 2.3. Adhere to professional standards expected of service industry personnel.
3. Provide service to customers.
 - 3.1. Establish rapport with customer to promote goodwill and trust during service delivery.
 - 3.2. Identify customer needs and expectations, including customers with special needs.
 - 3.3. Promptly meet all reasonable customer needs and requests.
 - 3.4. Identify and anticipate operational problems and take action to minimise the effect on customer satisfaction.
 - 3.5. Recognise and act upon opportunities to deliver additional levels of service beyond customer's immediate request.
4. Respond to customer complaints.
 - 4.1. Proactively recognise customer dissatisfaction and take swift action to avoid escalation to a complaint.
 - 4.2. Respond to customer complaints in a professional manner.
 - 4.3. Identify solutions in consultation with customer.
 - 4.4. Resolve complaints according to own level of responsibility and organisational policy.
 - 4.5. Escalate complex service issues to higher level staff for action.
5. Provide internal feedback on customer service practices.
 - 5.1. Provide ongoing internal feedback on service practices, policies and procedures, and suggest improvements.
 - 5.2. Identify individual and recurring complaints and provide internal feedback to avoid future occurrence.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS

DESCRIPTION

- Reading skills to:
- interpret messages, notes, letters, online communications, and policies and procedures.

- Writing skills to:
- record clear and concise messages, notes, emails, faxes and letters.
- Self-management skills to:
- deal with customer enquiries in a logical sequence while accommodating other work commitments.
- Technology skills to:
- use electronic communication media.

Range of Conditions

Specifies different work environments and conditions that may affect performance. Essential operating conditions that may be present (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) are included.

Range is restricted to essential operating conditions and any other variables essential to the work environment.

Medium of communication must include consideration of:

- assistive technology
- email or other electronic communication
- face-to-face communication
- fax
- written messages for restaurant bookings or phone messages
- standard forms and pro formas
- telephone
- use of interpreters
- two-way communication systems.

Situation must involve consideration of the following factors:

- access of the sender and receiver to necessary equipment and technology
- degree of formality required
- required format
- technical and operational features to fulfil the need
- technical skills required to use the medium
- urgency and timeframes.

Unit Mapping Information

SITXCCS303 Provide service to customers

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>